



## NCC Board of Directors Meeting Minutes

**Meeting Date:** 04-04-2022

**Meeting Location:** Northampton Bicycle / Virtual, via Google Meet

**Meeting Called to Order Time:** 6:39 PM

**Members Present (Noho Bike):** Michael Bello, Jonathan Brody, Al Donahue, Jessica Engebretson, Leila Everett, Juan Hernandez, Justine McCarthy, Jon Parrott, Mark Rioux, and Donna Wilson, Tara Dumont, and Andy Towlen Roger Stawasz

**Members Absent:** Doug Breismeister, Jeremy Powers

**Guest:** Justin Giancesin, Tom Hoogendyk

- Approved [March](#) Minutes
- BOD Safe Sport Certification (<https://safesporttrained.org>)
  - Send certification to Michael
  - Some members still working to complete the course (Doug, Justine, Jon P, Jeremy, Andy, Juan, Jonathan Brody, and Justin Giansen)
- Membership Update - Michael
  - 255 memberships and 463 members
  - Summary tab of [NCC Membership](#)
- Website
  - March Stats: 1,048 users, 8,800 page views, bounce rate of 2%
  - If we are hosting events, we need to publicize them
  - Youth events article, JAM Fundo article, BikeFest article, etc.
- Justin Giancesin would like to join our BOD slate
  - Introduced himself to the board, cycles as transportation, mountain biking, (dirt of all types)
  - Motion to add JG to slate, unanimously approved.
- Roger provide treasurer's report and succession plan
  - Solid financial shape - approximately \$88K in the bank
  - Looked back at 2018 (lost \$2K) and 2019 (made \$5K), years with full events
    - BikeFest used to make substantial amounts (featured in Bicycle Magazine during the boom)
  - This year ahead of financial pace (membership system contributes to this)
  - Succession planning, Roger has a year left, but best to train the next treasurer
    - Talk with Roger if interested
- Happy Valley Race \$600 for Women's Race Approved by Executive/ Working Group
  - Leila went to race, there were many women at the event
  - Invite Ben to next BOD meeting to discuss crits

- Racer Rewards - Possible motion to approve \$4K with the condition that it will transition to a more inclusive rider rewards program
  - Jon P brought up having both Racer Rewards and Rider Rewards
  - Racer Rewards approved for 2021 participants
  - Motion to explore Riders Rewards (need to determine what counts) passed - pilot program to become new business
- Small Group Breakout Sessions
  - Rides (Michael, Mark, Andy)
    - Calendar Populated
    - Need gravel information
    - Retirement Person Day time ride
    - Need Ride Leaders (Thursday)
    - Some ride leaders still needed
    - Ride With GPS Club account
    - Ride Leader meeting next Monday at Noho Bike (4/11)
    - Post on Thursday, post on Ride Leader meeting, update NCC Weekly Rides for Gravel rides
    - Sunday gravel rides and daytime riders,
    - Form establishing a ride
  - Events/ Outreach (Jonathan B, Juan, Donna, Justin)
    - Outreach groups to local cycling hubs in Holyoke/Springfield
    - Need volunteers for events
      - Need a lot of volunteers (40 or more) for ToHT
  - Sponsorship/ Outreach/ Inclusivity (Leila, Al, Jeremy, Justine, Roger)
    - Close to finalizing deliverables
    - Upping prices and pairing down offerings to not spread ourselves too thin.
    - 3 Year commitments for anything printed (like jersey)
  - Youth Events (Doug, Jonathan P, Tara, Jess, Tom H, John W.)
    - Junior Cyclocross starts later this month
    - Girls version of Trailblasters

Grant money for youth cycling
- Shout Outs
  - Tom for youth projects

Meeting adjourned time: 8:04 PM

Minutes submitted by: Michael T. Bello